

ORDER



Orders
Order / Rev: 704352
Alt Order #: 06262039
Product Desc: AMERICANS FOR PROSP.
Estimate: 1159
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	22	\$34,200.00	\$29,070.00
08/27/12	08/27/12	9	\$10,900.00	\$9,265.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$34,200.00	\$29,070.00	0.00
September 2012	9	\$10,900.00	\$9,265.00	0.00
Totals	31	\$45,100.00	\$38,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/22/12	08/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
	2X W,F/1X TH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		5				\$650.00		0.00			
2	WKYC	08/22/12	08/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$1,800.00		0.00			
3	WKYC	08/22/12	08/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$3,000.00		0.00			
4	WKYC	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3				\$600.00		0.00			
5	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$2,800.00		0.00						
6	WKYC	08/25/12	08/25/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/20/12-08/26/12		Sat Prime B	9-10p		(9:00 PM-10:00 PM)-----Sa--	:30		(\$1,400.00)		0.00	NM		
See MG 6.2 [Cleveland Indians]															
2	NKYC	08/25/12-08/25/12		Sat 11-1135p	11-1130p		-----Sa--	:30		\$1,400.00		0.00	NM		
Ⓜ MG for 6.1 08/25															
7	WKYC	08/25/12	08/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$850.00		0.00						
8	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$850.00		0.00						
9	WKYC	08/26/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$450.00		0.00						
10	WKYC	08/26/12	08/26/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$2,800.00		0.00						
11	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$850.00		0.00						
12	WKYC	08/27/12	08/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$375.00		0.00						
13	WKYC	08/27/12	08/27/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$225.00		0.00						
14	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$650.00		0.00						
15	WKYC	08/27/12	08/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$1,800.00		0.00						
16	WKYC	08/27/12	08/27/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	1		\$3,000.00		0.00						
17	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	M-----	2		\$600.00		0.00						

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18	WKYC	08/27/12	08/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$2,800.00	P-2	0.00 NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 08/27/12		08/27/12	09/02/12	M- - - - -	1		\$2,800.00		0.00					
												Totals	31	\$45,100.00